



trusted. smart. industry acknowledged.
This is Kenmore.

Edward Brann
Kenmore Connected Product Manager
Sears Holdings Corporation



Kenmore® is...

100 years of trusted performance backed by **exclusive features and innovations** that no other brand can bring. It's products that perform at the highest level to get the job done right the first time. It's the **best of the best**, and it's no wonder that Kenmore is **one of America's most awarded brands**.



refrigeration



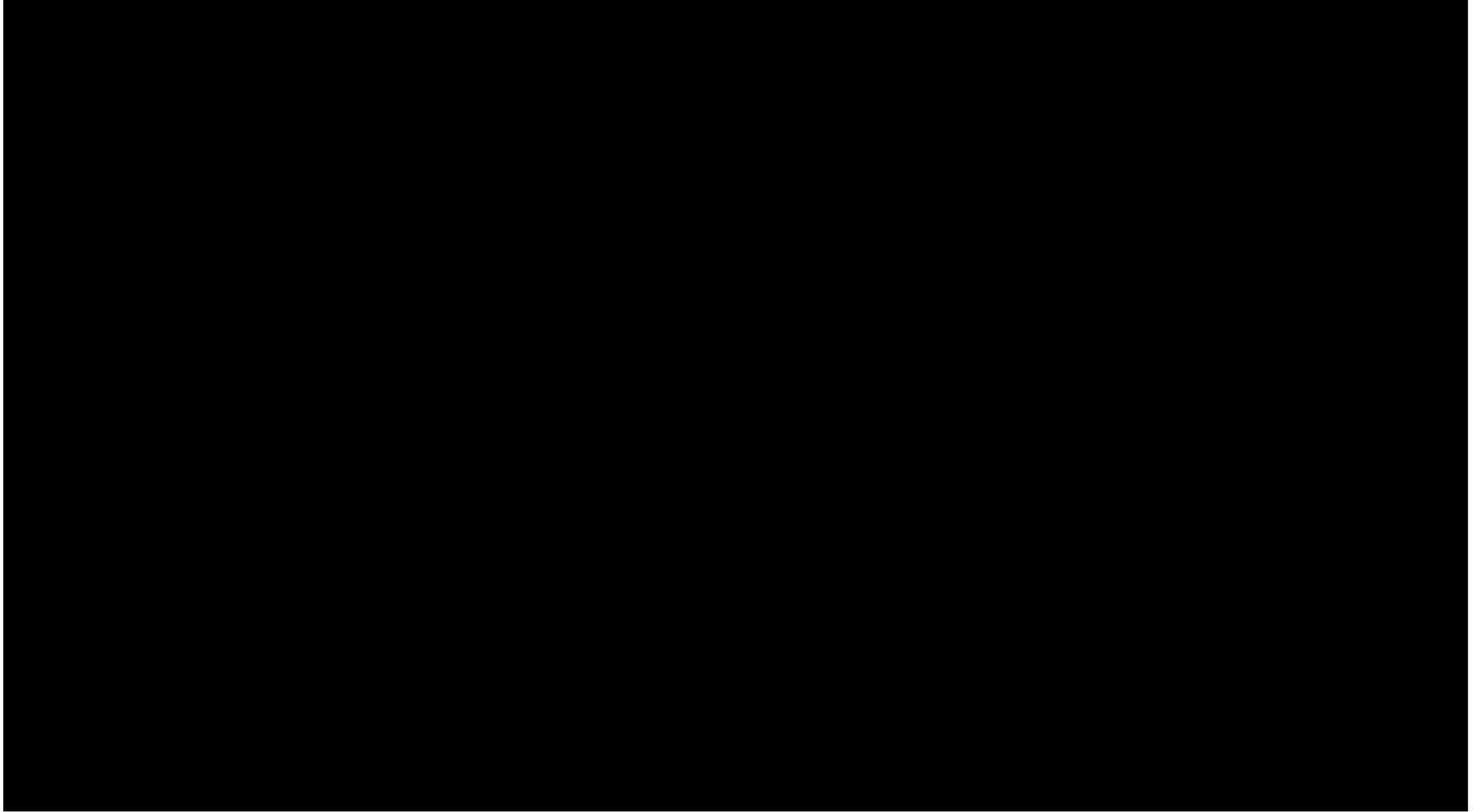
laundry



Kenmore Brand

smart appliances

Kenmore Smart Room Air Conditioner





Smart Water Softener



connected solutions

ENTERTAINING

connected solutions
Smart made simple



ENERGY STAR Requests

- Increase adoption by manufacturers
 - Publish smart appliances definitions
 - Prioritize a basic connected appliance specification
 - Standardize DR protocol
- Win on the shelf with in store merchandising
 - Rebate standardization to simplify national signage
 - Could rebates be as simple as A-B-C?
 - Rebate redemption at checkout
 - Subsidize installation on key products
 - Major Appliances, Thermostats, Water Heaters, Furnaces
- Expand mutually beneficial Retail Products Platform
 - Encourages retailers to promote ENERGY STAR
 - Provides great market data for ENERGY STAR
- Increase activation by consumers
 - Simplify Demand Response signup
 - ENERGY STAR presets for best energy consumption



Kenmore.
trusted performance

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